

I claim:

1. A window treatment support comprising:

a head rail;

5 a clutch mounted on said head rail to support and operate a window treatment; and

a cord engaging said clutch for selectively raising and lowering the window treatment;

10 wherein said clutch includes a pulley having a plurality of radial teeth defining a space sized to receive said cord, at least some of said teeth including a flexible projection extending into said space, said flexible projection forming an interference fit with said cord.

2. The support of claim 1 wherein said pulley includes a cylindrical wall and said teeth are formed integrally with said cylindrical wall.

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3. The support of claim 2 wherein two sets of teeth are provided on said cylindrical wall, said sets of teeth being axially offset.

20 4. The support of claim 3 wherein the teeth of each set are angularly offset from each other.

5. The support of claim 1 wherein all the teeth are provided with said flexible projection.

6. A window treatment support for holding and operating a window treatment, such as a shade, by selectively lowering and raising said shade, said support comprising:

5 a head rail with two opposed ends and receiving the window treatment;

a clutch disposed at one end;

an end cap disposed at the other end; and

10 a shaft extending between said clutch and said end cap, said member being rotatable by said clutch and being arranged to receive an activating element from the window treatment to operate said window treatment;

15 wherein said clutch includes a pulley disposed co-axially with said shaft, said pulley including a plurality of teeth, at least some teeth having projections, said teeth being arranged to engage a cord for operating said clutch, with said projections being flexible and forming an interference fit with the cord.

20 7. The support of claim 6 wherein said pulley includes a cylindrical wall and each tooth includes a frame dependent from said cylindrical wall with said projection being suspended from said frame.

8. The support of claim 7 wherein said projections are angled axially inwardly toward the opposite teeth.

9. The support of claim 7 wherein said projections have a free end a substantially contact surface adjacent to said free end.

5 10. The support of claim 6 wherein said pulley includes a cylindrical wall and a first set teeth and a second set of teeth, said first and second sets being axially spaced along said cylindrical wall.

10 11. The support of claim 10 wherein all the teeth have projections.

12. The support of claim 10 wherein the teeth of each set are angularly offset from each other.

15 13. The support of claim 12 wherein the teeth of one set are angularly offset from the teeth of the other set.

14. The support of claim 13 wherein the teeth form a serpentine channel receiving said cord.

20 15. The support of claim 6 wherein said projections are cantileveredly attached to the frame.

16. The support of claim 6 wherein said head rail includes a

side wall and a bottom having two lateral portions and a center portion, said lateral side and said center portion extending longitudinally, said center portion being further spaced from a longitudinal axis of the head rail and than said side wall.

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17. A window treatment support for holding and operating a window treatment, such as a shade, by selectively lowering and raising said shade, said support comprising:

10 a head rail with two opposed ends and receiving the window treatment, said head rail includes a side wall and a bottom having two lateral portions and a center portion, said lateral side and said center portion extending longitudinally, said center portion being further spaced from a longitudinal axis of the head rail and than said side wall;

a clutch disposed at one end;

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an end cap disposed at the other end; and

a shaft extending between said clutch and said end cap, said member being rotatable by said clutch and being arranged to receive an activating element from the window treatment to operate said window treatment.

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